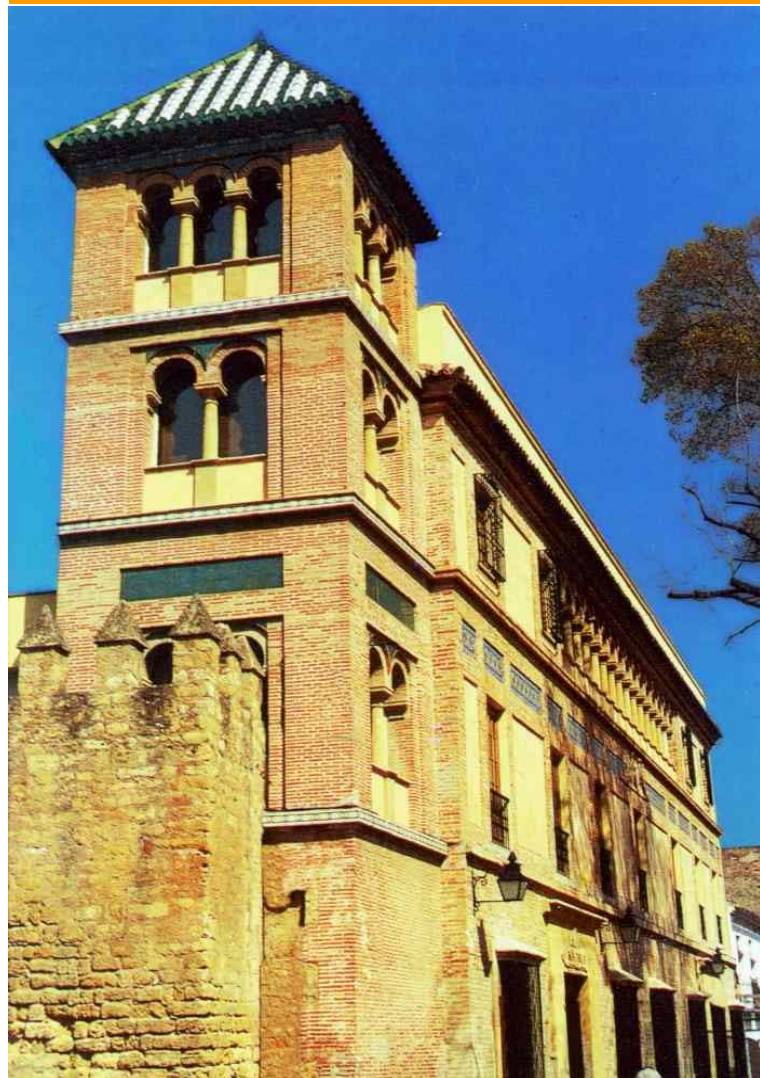


# Second ESRA Conference



## Where have all the young people gone?

An analysis of the difficulties in locating and gaining access to the juvenile segment in telephone surveys

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[www.iesaa.csic.es](http://www.iesaa.csic.es)

**IESA**

Instituto de Estudios Sociales Avanzados  
Consejo Superior de Investigaciones Científicas / JUNTA DE ANDALUCÍA



# *Where have all the young people gone?*

## **- INTRODUCTION (I) -**

- ▲ The **no-response** is a problem of great concern in survey research as it:
  - ▶ Strays from the ideal of pure random samples (particularly when the units that do not respond are substituted to achieve the intended sample size).
  - ▶ Introduces biases (not all the groups display the same answer patterns in surveys).
- ▲ Due to rapid changes in lifestyles, the development of NICTs and the excessive demands made on the population by the sector, the main components of the no-response rate (inaccessibility to the population and the refusal to participate in surveys) are experiencing a negative evolution.

# Where have all the young people gone?

## - INTRODUCTION (II) -

- ▲ In this context, this paper aims to explore the specific difficulties involved in contacting the 18-29 year old population segment. With a view to quantifying this difficulty, the following analysis was made:

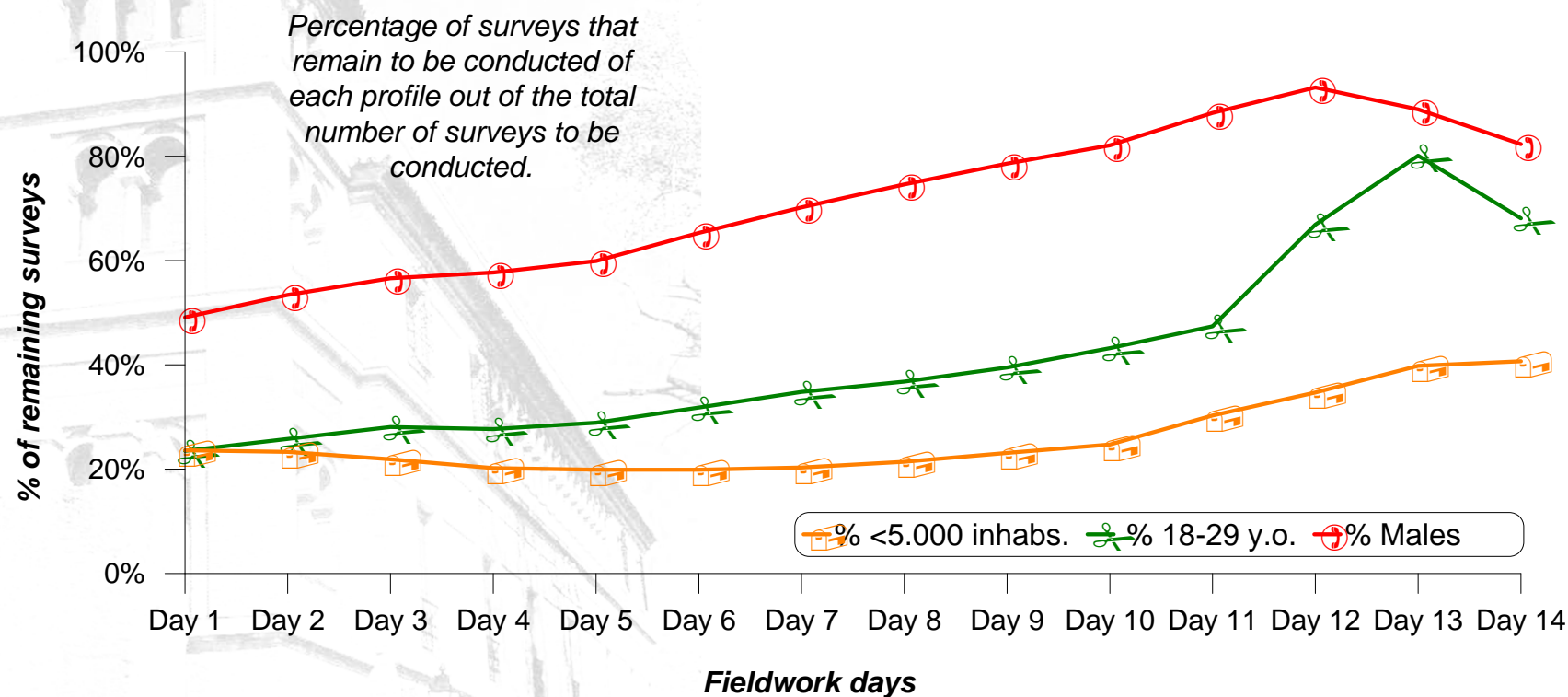
- ▶ **Data:** File containing the total number of telephone surveys conducted by the IESA from September 2005 to June 2006.
- ▶ **Indicator:** Percentage of the surveys that remain to be conducted in each quota at the start of each fieldwork day out of the total number of surveys that remain to be conducted.
- ▶ **Example:** Study CE0603, n =(800)

Fieldwork days	Remaining Surveys		
	Total Frequency	18 to 29 years old quota	
		Frequency	%
Day 1	800	203	25,4
Day 2	537	170	31,7
Day 3	205	108	52,7
Day 4	16	16	100,0

# Where have all the young people gone?

## - DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (I) -

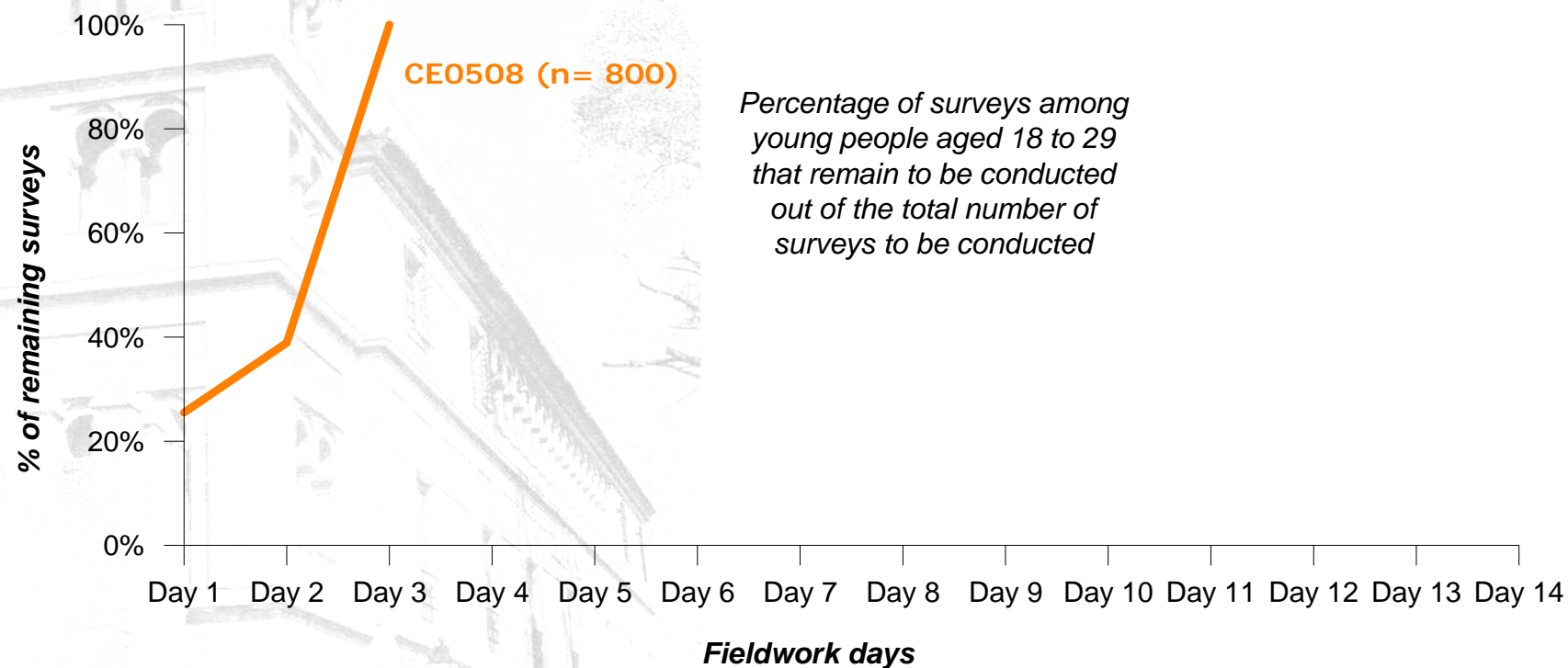
- Experience in the field has shown that certain types of quotas are more difficult to complete than others, among them **young people**.



**NOTE:** Data calculated based on the total number of telephone surveys conducted by the IESAA among the general population from September 2005 to June 2006.

# Where have all the young people gone?

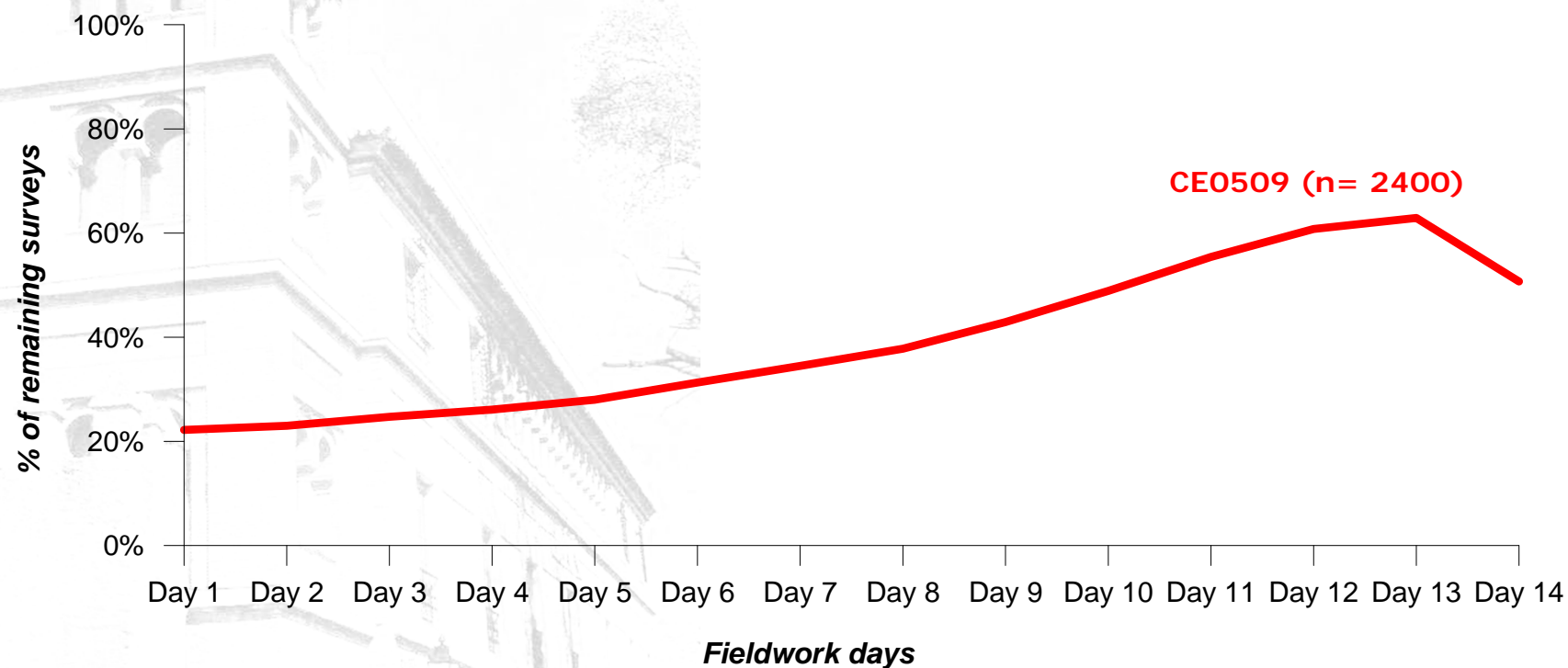
## - DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -





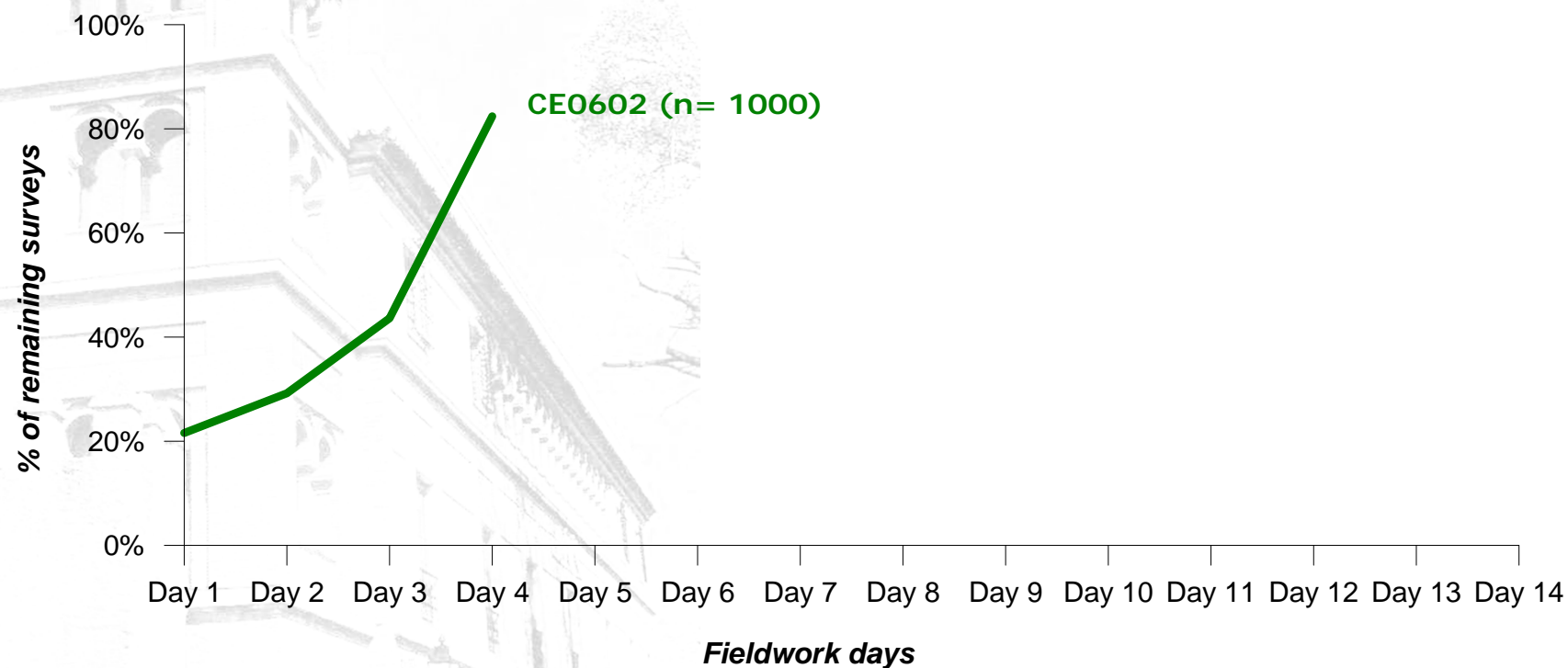
# *Where have all the young people gone?*

## **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**



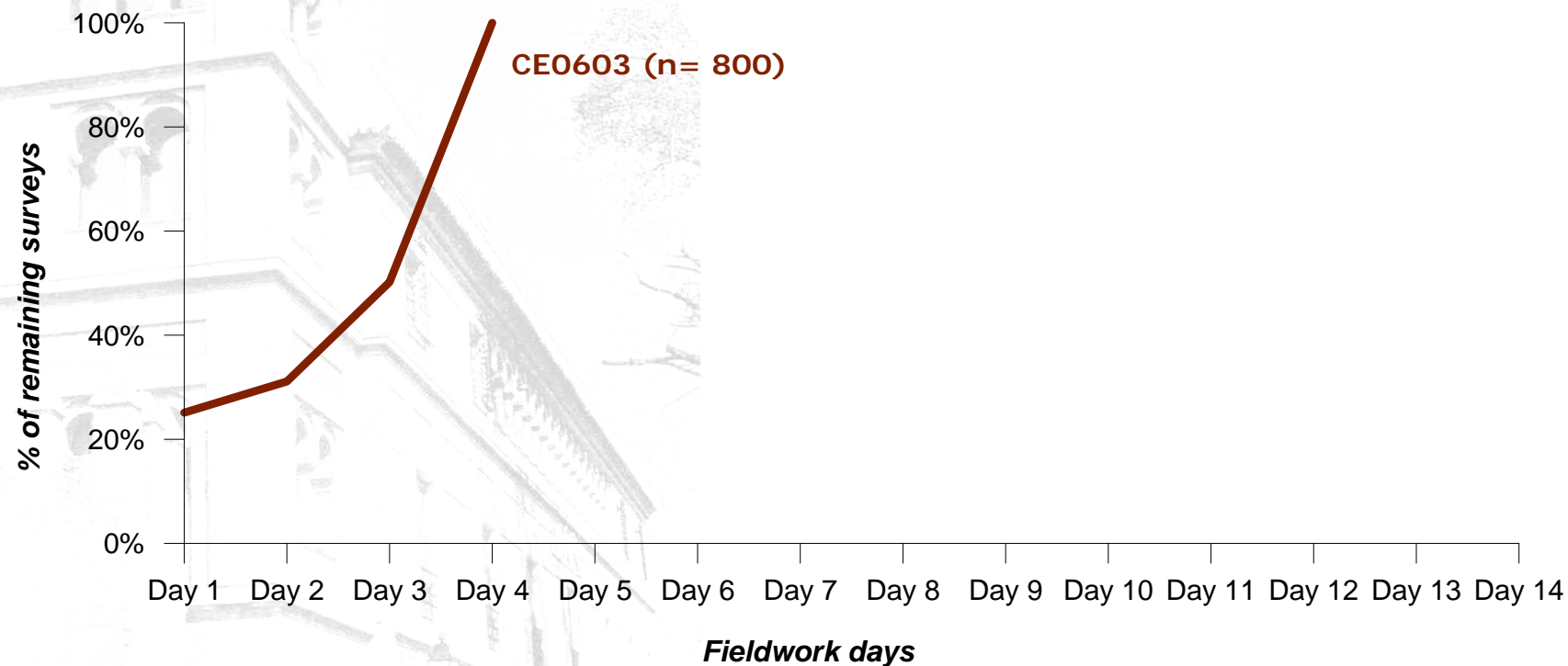
## *Where have all the young people gone?*

### **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**



# *Where have all the young people gone?*

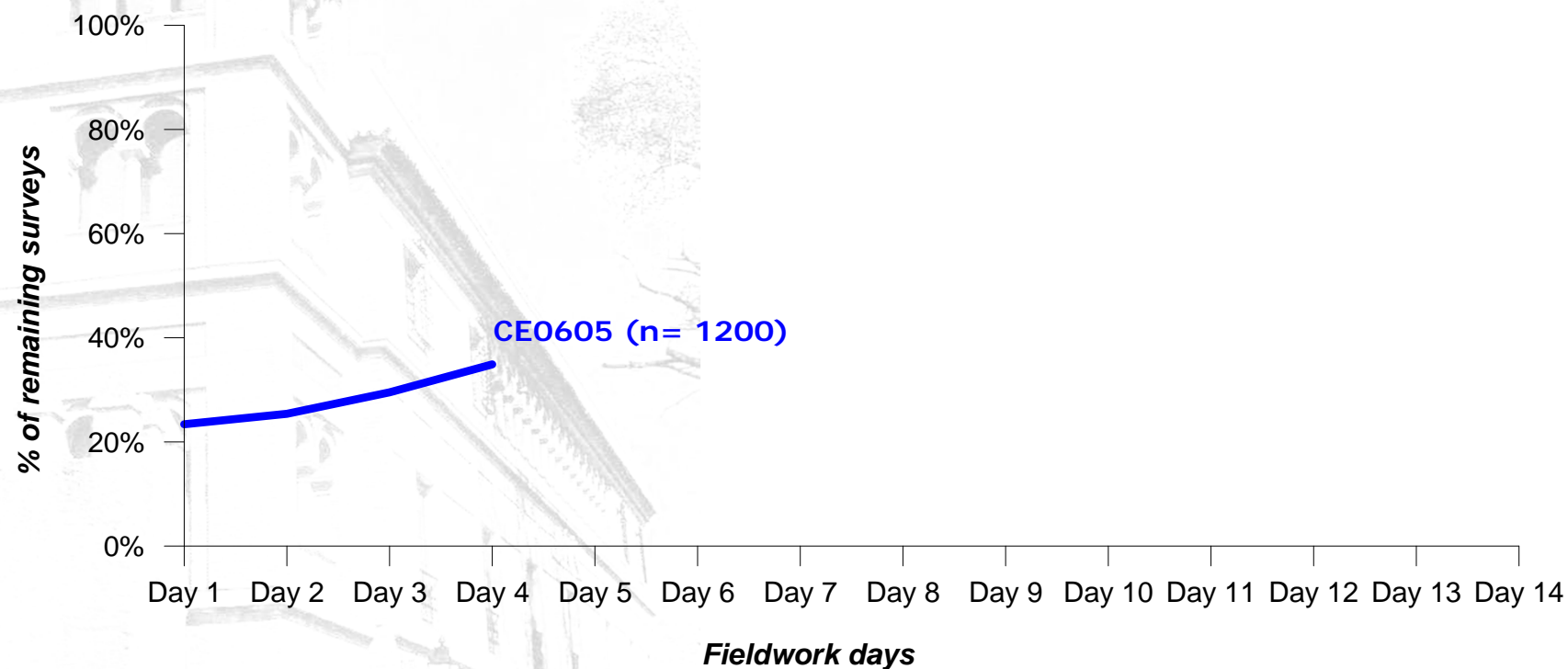
## **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**





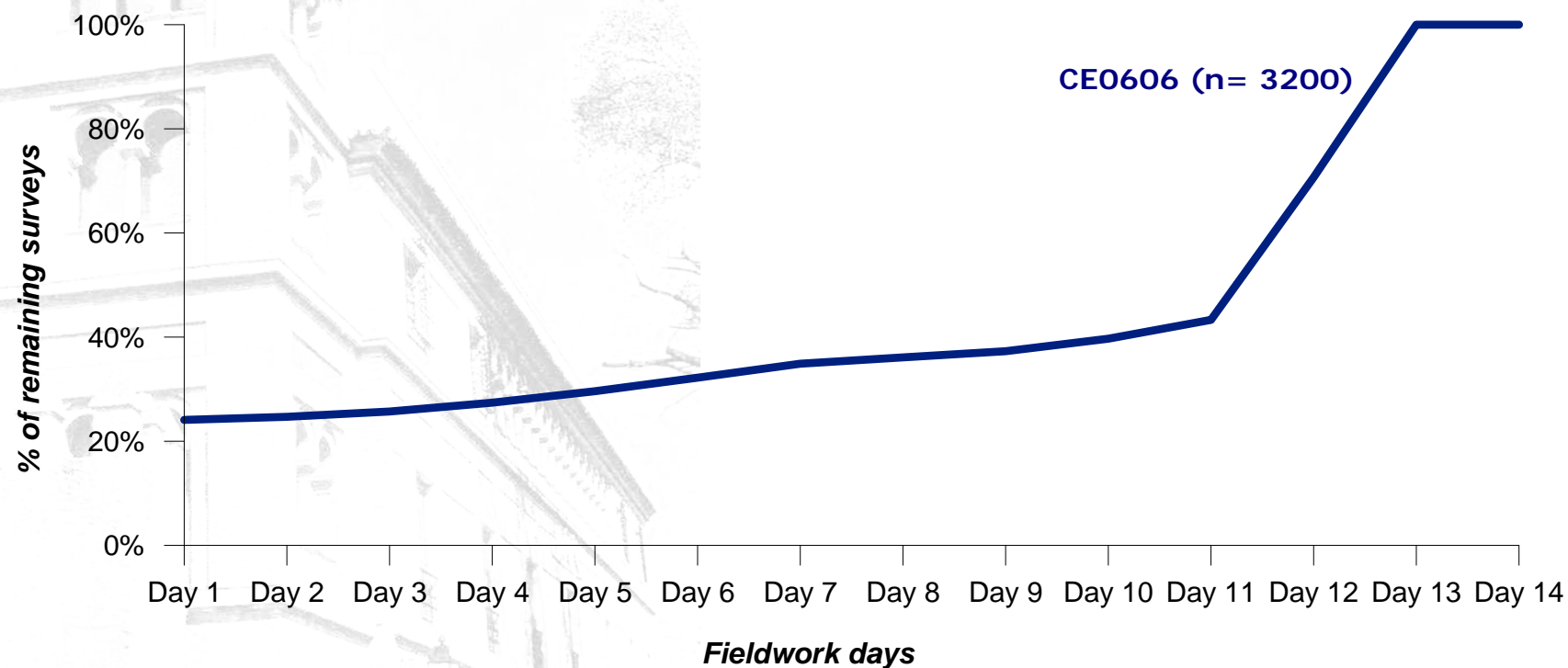
# *Where have all the young people gone?*

## **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**



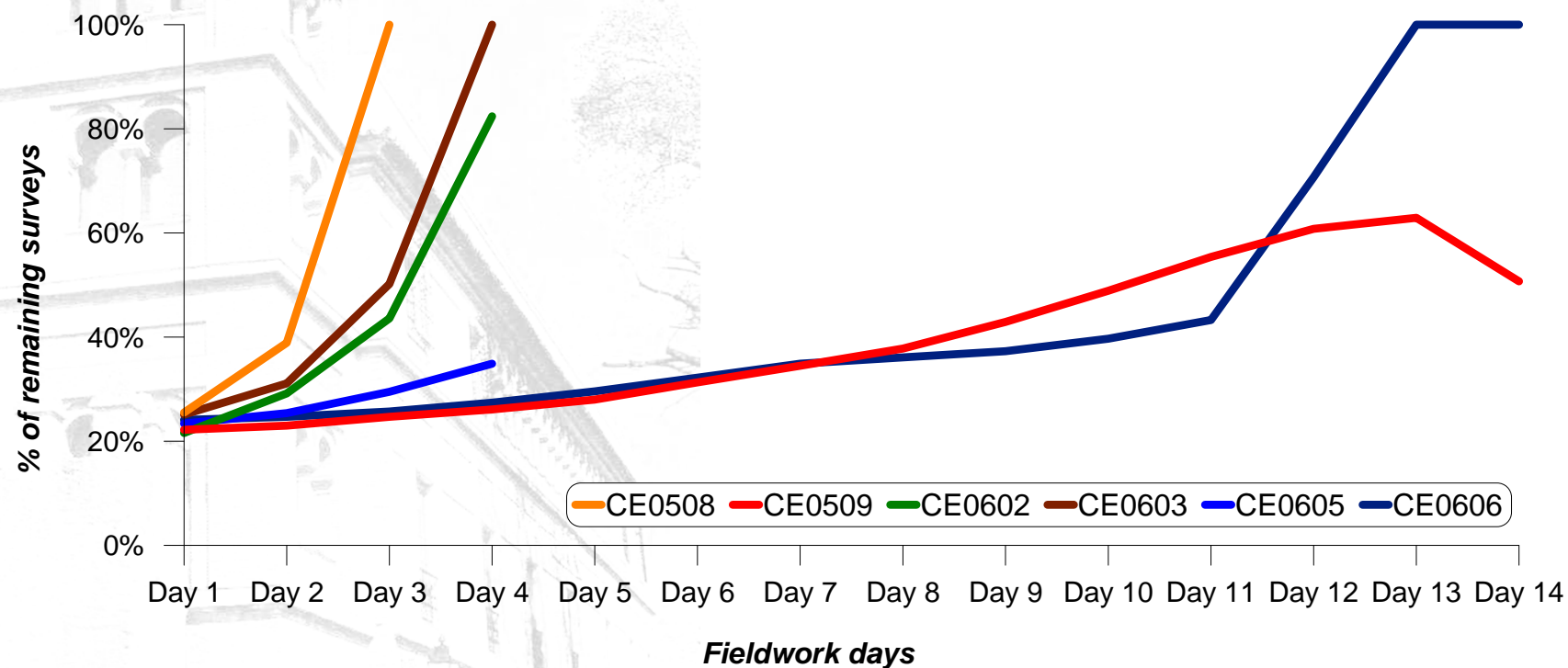
# *Where have all the young people gone?*

## **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**



## *Where have all the young people gone?*

### **- DIFFICULTIES IN CONTACTING YOUNG RESPONDENTS (II) -**



# *Where have all the young people gone?*

## **- EXPLANATORY HYPOTHESES -**

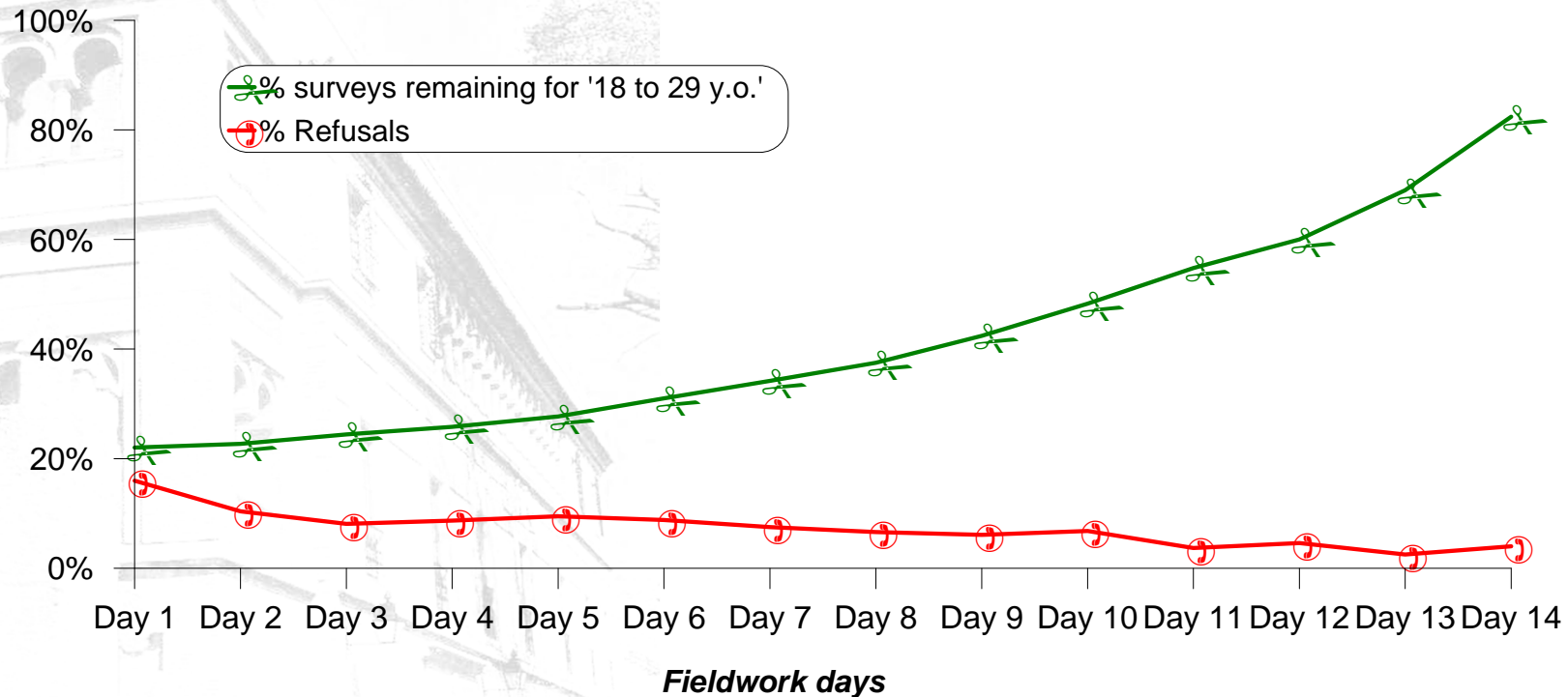
### ▲ Three possible explanations for this difficulty:

- ▶ **Problem of localisation:** it is difficult to reach households where people of this age reside.
- ▶ **Problem of availability:** households are found where young people live, but the respondents are not present when repeated attempts are made to conduct the survey.
- ▶ **Problem of willingness:** households are found and young people are contacted, but they refuse to participate in the survey.

# Where have all the young people gone?

## - WILLINGNESS TO PARTICIPATE IN SURVEYS -

- Several studies highlight the existence of an inverse relationship between age and willingness to participate in surveys (the collaboration level is greater among younger respondents).



NOTE: Data from study CE0509 (n=2400).

# Where have all the young people gone?

## - TIME AVAILABILITY -

- ▲ Data regarding the surveys conducted by the IESA show that younger respondents are not the most difficult profile in terms of availability.

	Total	Age			
		18 to 29	30 to 44	45 to 59	60 and more
Day					
Monday to Friday	85,9%	87,1%	84,0%	86,0%	87,2%
Saturday	14,1%	12,9%	16,0%	14,0%	12,8%
Survey time					
Morning (10 to 14 h.)	29,9%	27,1%	26,9%	29,0%	36,9%
Lunch time (14 yo 16 h.)	14,7%	13,7%	13,7%	15,4%	16,3%
Afternoon (16 to 20 h.)	35,3%	37,2%	35,5%	35,4%	33,6%
Evening (20 to 22 h.)	20,0%	22,1%	24,0%	20,1%	13,2%
Number of contacts before 'Complete interview'					
Mean	2,97	2,99	3,30	2,92	2,61
Maximum	53,00	31,00	53,00	33,00	41,00
Minimum	1,00	1,00	1,00	1,00	1,00
(n)	(9490)	(2226)	(2866)	(2866)	(2035)

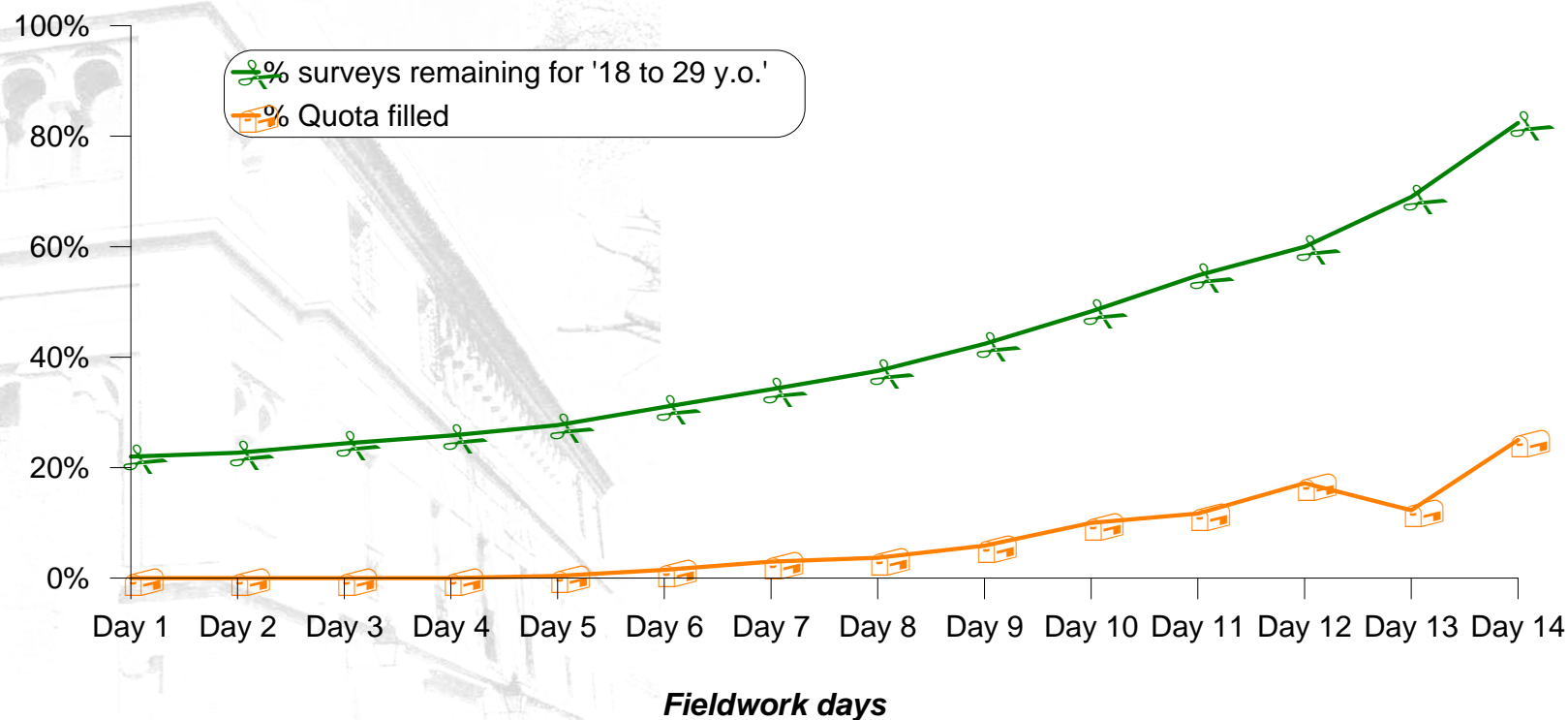
**NOTE:** Data regarding the total number of telephone interviews conducted by the IESA among the general population from September 2005 to June 2006.



# Where have all the young people gone?

## - LOCALISATION (I) -

- As fieldwork progresses and the size of the youth quota in the remaining sample increases, the percentage of households in which no member fulfils the required profile also increases (18 to 29 years of age).



NOTE: Data from study CE0509 (n=2400).

# *Where have all the young people gone?*

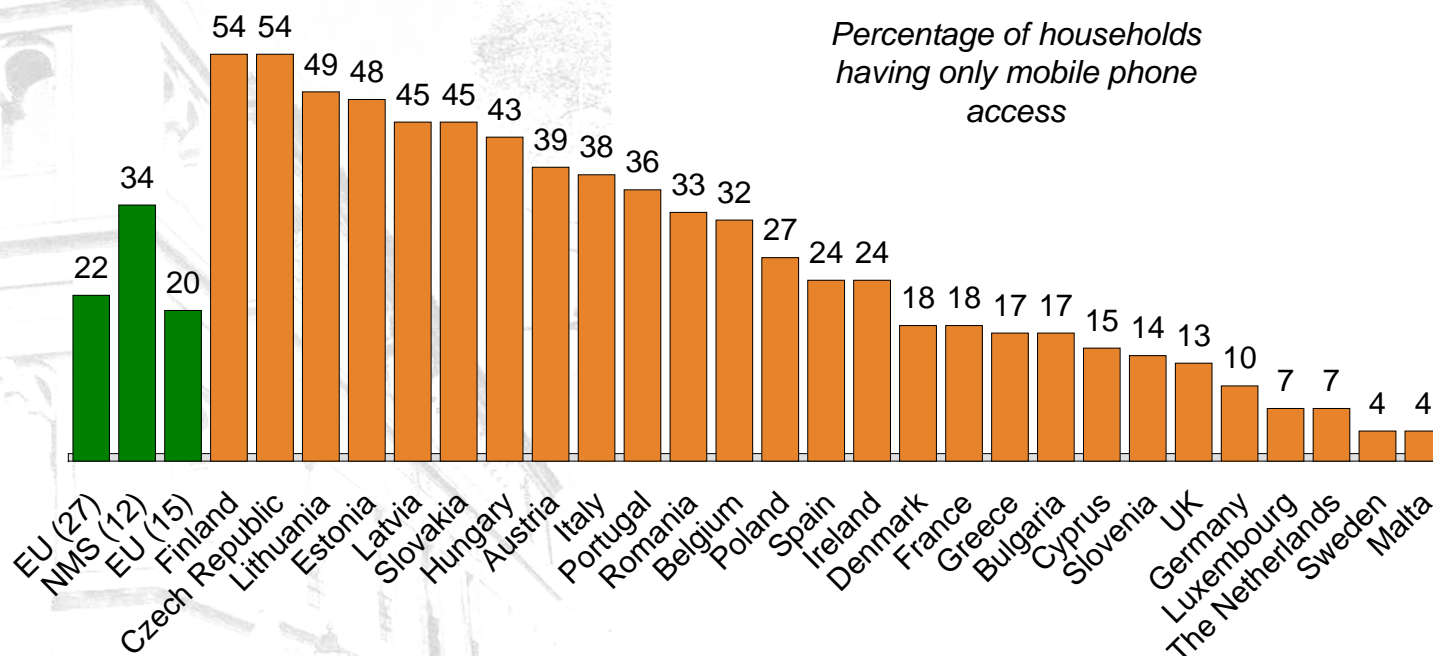
## **- LOCALISATION (II) -**

- ▲ The difficulties in contacting younger profiles in the telephone surveys is chiefly a problem of locating households in which these respondents live.
- ▲ Segment of population most affected by situations of instability and transition (job instability / geographic mobility). This instable situation results in two problems for survey research:
  - ▶ **Households with mobile phones only (no land line)**
  - ▶ **Discrepancy Actual Residence / Registered Residence**

# Where have all the young people gone?

## - MOBILE – ONLY HOUSEHOLDS (I) -

- ▲ In many countries, mobile telephones have replaced land-line phones in a large number of households. Let's have a look at some European figures.

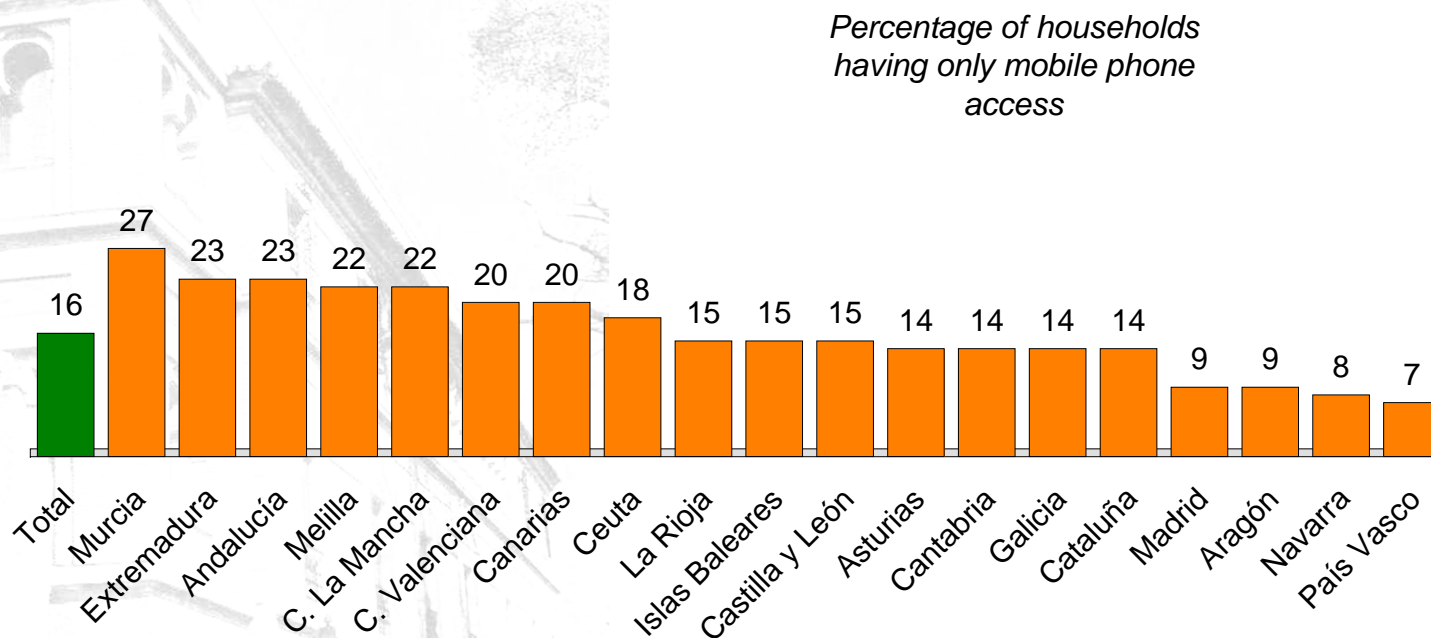


SOURCE: E-Communications household survey. Special Eurobarometer 274. Wave 66.3. Fieldwork conducted november – december 2006

# Where have all the young people gone?

## - MOBILE – ONLY HOUSEHOLDS (II) -

- It is the same in the case of Spain, where we find regional differences as well.



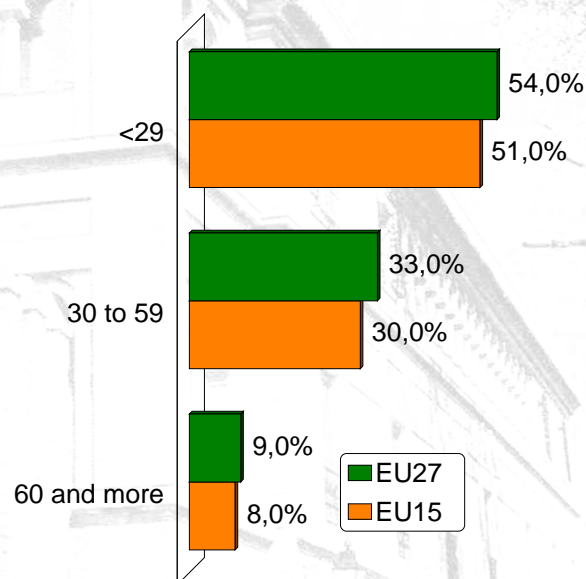
SOURCE: National Institute of Statistics (INE). Survey on information and communication technology usage in households. 2nd semester 2006.

# Where have all the young people gone?

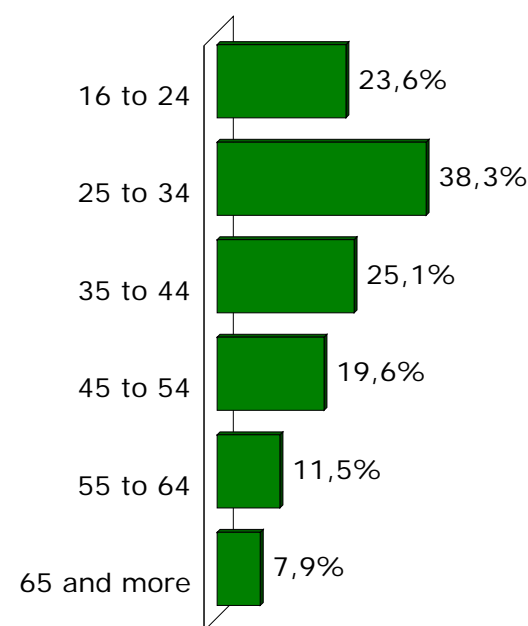
## - MOBILE – ONLY HOUSEHOLDS (III) -

- Today these households are excluded from the sampling frame of telephone surveys in Spain. And they have a significantly different profile to those owning a land line phone (low-income, instable populations, immigrants, students, first employment...)

% Single household by age with only mobile phone access (a)



% Andalusian population living in mobile-only households (b)



SOURCE: (a) E-Communications household survey.  
(b) INE Survey on ICTs

## *Where have all the young people gone?*

### **- DISCREPANCY BETWEEN ACTUAL / REGISTERED RESIDENCE (I) -**

- ▲ The greater instability, temporary employment and geographic mobility characterising the living situation of young people gives rise to a discrepancy between their registered place of residence (often the family household) and their actual place of residence (workplace or place of study).
- ▲ This is not taken into account when designing survey samples, which use register data to establish the proportionality of quotas by sex, age and degree of urbanisation.



## *Where have all the young people gone?*

### **- DISCREPANCY BETWEEN ACTUAL / REGISTERED RESIDENCE (II) -**

#### ▲ How important is this issue?

- ▶ Microdata file from the 2001 Population Register for the province of Cordoba (n = 37,995) -> 5% of the total census).
- ▶ The 2001 Register included a specific questionnaire related to the workplace or place of study for respondents aged 16 and above who were studying or working the week prior to the census. By comparing place of residence with place of study or work and daily trips to these places we can detect the number of these cases (actual residence differs from registered).

***Where have all the young people gone?***

**- DISCREPANCY BETWEEN ACTUAL / REGISTERED RESIDENCE (III) -**

**1 ¿Dónde está su lugar de trabajo o de estudio?**  
Si trabaja y estudia, refiérase a donde trabajó la semana pasada

☐ En mi propio domicilio \_\_\_\_\_ → (Pase a **5**)  
☐ En varios municipios (viajante, conductor...) \_\_\_\_\_

☐ En este municipio  
☐ En otro municipio:

Municipio

Provincia

☐ En otro país:

País

**2 ¿Cuántos viajes diarios de ida y vuelta realiza normalmente desde esta vivienda hasta el lugar de trabajo/estudio?**

☐ Ninguno (porque tengo una segunda residencia desde la que me desplazo a trabajar/estudiar) \_\_\_\_\_ → (Pase a **5**)  
☐ Uno diario (es decir, uno de ida y otro de vuelta)  
☐ Dos o más diarios

Actual residence:

- Another town in the province
- Another province of Andalusia
- Another Spanish province
- Abroad

% of people registered in  
Cordoba whose actual  
residence differs from  
their registered place of  
residence

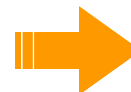
## Where have all the young people gone?

### - DISCREPANCY BETWEEN ACTUAL / REGISTERED RESIDENCE (III) -

- ▲ People who reside in a household that differs from their registered residence account for 8.3% of the population aged 16 and above who work or study and 3.4% of the total census of the province of Cordoba. They have a masculine, young and rural profile.

#### Profile:

Actual residence different from registered household	
	3.4%
- In another town of the province	37.0%
- In another province of Andalusia	38.8%
- In another Spanish province	21.6%
- Abroad	2.6%



+ **Males** (58%)

+ **Youth** (66.9% are between the age of 18 and 29. The mean age of the group is 27.5 years old)

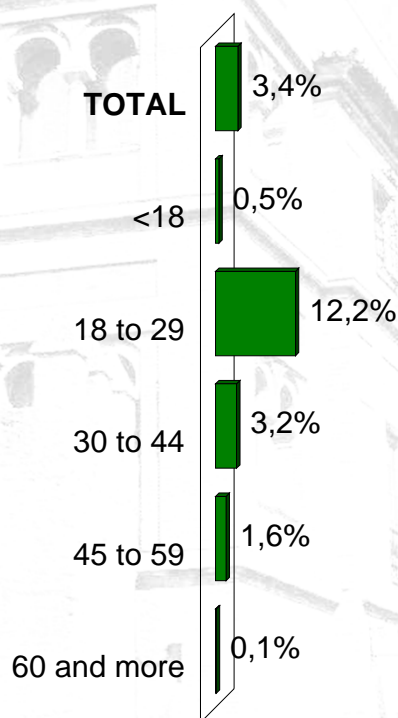
+ In towns with **less than 20,000 inhabitants** (61.2%)

## Where have all the young people gone?

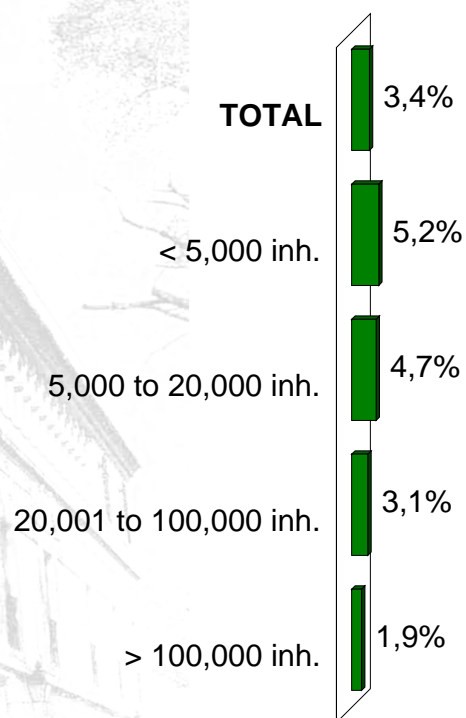
### - DISCREPANCY BETWEEN ACTUAL / REGISTERED RESIDENCE (IV) -

- ▲ This discrepancy has a stronger effect on younger groups, particularly those registered in smaller towns.

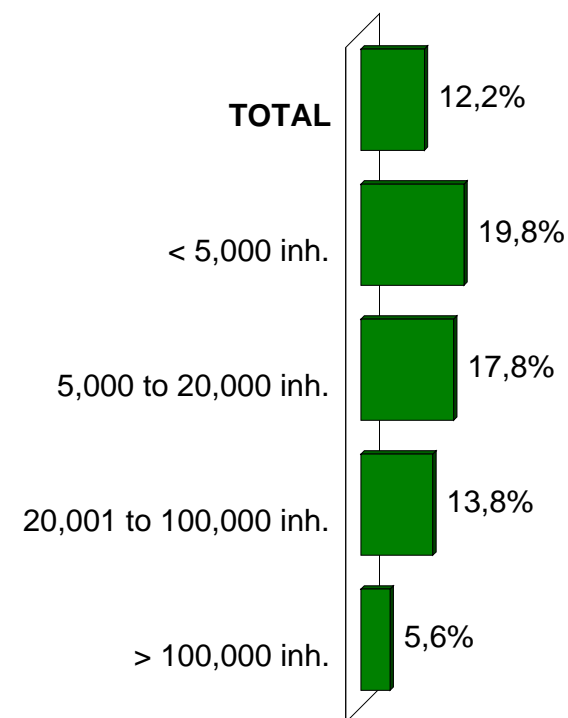
Impact of the phenomenon by age



Impact of the phenomenon by habitat



Impact on youth (18 a 29) by habitat



## *Where have all the young people gone?*

### **- CONCLUSIONS -**

It is very difficult to find young respondents!

- ▲ On the one hand, this is due to the problem of telephone survey coverage as a result of land-line phones being replaced by mobile phones ► The need to continue investigating how to include mobile phones in the sampling frame of telephone surveys.
- ▲ But also due to problems related to the source of the data used as a reference in the sample design (Population Register) ► The need to find methods to correct census data so as to account for the discrepancies between statistical reality and social reality.